



June 20, 2007

To Whom It May Concern:

I think extremely highly of Jenelle Taylor and her publication "Toolkit For Benefit Auctions." Therefore, it is my great pleasure to write a letter of recommendation on her behalf.

I have known Ms. Taylor for several years and have spent time with her at continuing education functions with the National Auctioneers Association.

Early on, I noticed that Ms. Taylor was a forward thinker and had great ideas on how to raise the benefit auction industry to a new level. Ms. Taylor began to re-define our expectations of a good benefit auctioneer. She helped introduce me to the notion that a professional auctioneer should offer more to his or her clients than showing up at an event and calling bids. At that time with great passion she began creating a toolkit for our industry. This toolkit has helped me bring my benefit auction business to a new level. When I first received the books I could hardly put them down. I usually carry a book with me in my vehicle for quick reference.

Because of the varying and complex needs of my benefit auction clients, I have discovered that a professional benefit auctioneer needs tools at his or her disposal to try and meet those needs. Ms. Taylor's toolkit has enlarged my scope of knowledge and improved my ability to analyze and solve practical problems, thus helping me raise more money for my clients.

In closing, the "Toolkit for Benefit Auctions" is a "must have" for every professional auctioneer. Also, I would highly recommend Jenelle Taylor and the auction services that she provides. She is a person of the highest character and integrity and one that I am pleased to recommend.

Respectfully,

A handwritten signature in black ink that reads "Matthew Holiday". The signature is written in a cursive, flowing style.

Matthew Holiday, CAI  
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